



(12)

EUROPEAN PATENT APPLICATION

(88) Date of publication A3:
19.04.2006 Bulletin 2006/16

(51) Int Cl.: **G09F 21/04**^(2006.01) **G07B 15/00**^(2006.01)

(43) Date of publication A2:
11.08.2004 Bulletin 2004/33

(21) Application number: **04290275.9**

(22) Date of filing: **03.02.2004**

(84) Designated Contracting States:
**AT BE BG CH CY CZ DE DK EE ES FI FR GB GR
 HU IE IT LI LU MC NL PT RO SE SI SK TR**
 Designated Extension States:
AL LT LV MK

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(30) Priority: 05.02.2003 JP 2003028767

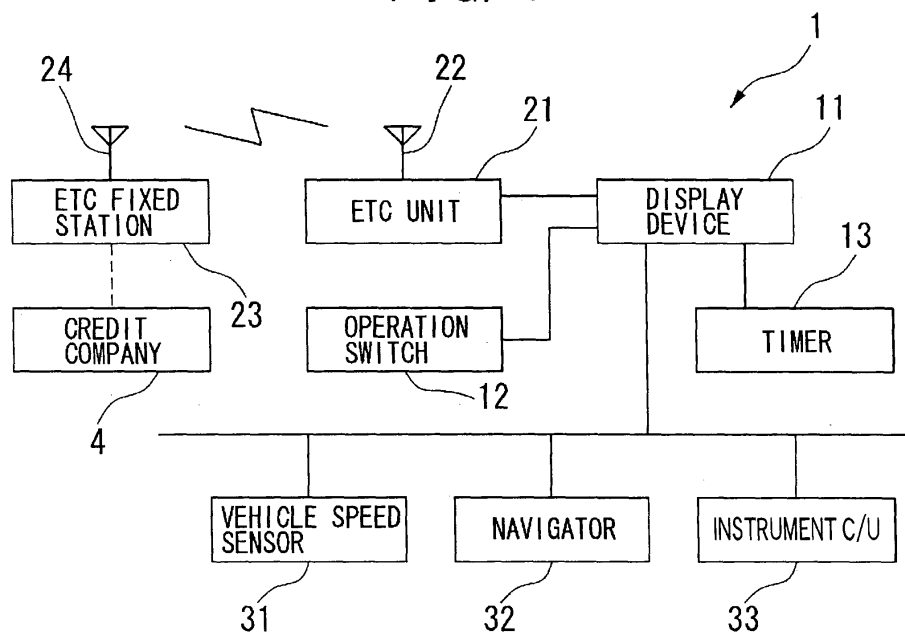
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(54) **Advertisement presenting and charging system**

(57) An advertisement presenting and charging system (1) includes an instrument C/U (33) and a navigator (32) provided in a motor vehicle, and a display device (11) obtaining information from the instrument C/U (33) and the navigator (32). The display device (11) is connected to a timer (13) detecting time and an operation switch (12) for changeover between operation and non-operation of the display device (11). The display de-

vice (11) is connected to an ETC unit (21) and an ETC antenna (22), so that a plurality of advertisement data are sent to the display device (11) when the display device (11) communicates with an ETC fixed station (23). The ETC fixed station (23) sends an entrance data including an advertisement data to the display device (11), and the display device (11) sends an exit data including a traveling section, a traveling time, a traveling distance to the ETC fixed station (23).

FIG. 1





European Patent
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EUROPEAN SEARCH REPORT

Application Number
EP 04 29 0275

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The present search report has been drawn up for all claims			
Place of search The Hague		Date of completion of the search 21 February 2006	Examiner Gallo, G
CATEGORY OF CITED DOCUMENTS X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document			

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EPO FORM 1503 03.82 (P04C01)

**ANNEX TO THE EUROPEAN SEARCH REPORT
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EP 04 29 0275

This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report.
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